



Secretary of State
Alex Padilla

Memorandum of Understanding Voter Registration & Engagement

Overview

This memorandum of understanding (MOU) sets forth the mutual commitments by the California State Student Association (CSSA), the California State University Office of the Chancellor, and the California Secretary of State to increase voter engagement by the CSU student body. All parties recognize their shared goal of increasing the democratic engagement and civic literacy of students. By working together, all parties can amplify the reach and strength of their efforts that will result in students having an even greater voice in the democratic process.

Introduction: the State of Student Civic Engagement

Today's college students are part of the largest generation in history, the Millennial Generation. This generation—born between 1978 and 1996—exceeds the Baby Boomer generation by 9 million. The sheer size of the Millennial Generation points to the major role it will play in upcoming elections and the political discourse. The Millennial Generation is uniquely positioned to make vital decisions in an increasingly globalized world and, therefore, it is essential to ensure that this generation is engaged in our democracy.

Despite the importance of voter turnout at the polls, only 52 percent of eligible California youth aged 18-24 were registered to vote before the November 2014 election. Even more staggering, only 8% of eligible youth went to the polls – a historic low. This was the lowest of any age group and an 18% decline from 2010. In the same year, data shows that *only 0.3% of the total students served by public colleges and universities in California were registered through online voter registration opportunities they were provided.*

By taking an active role, all parties to this MOU recognize the meaningful impact they can have on student voter registration and turnout outcomes during the 2016 elections.

For Chancellor White on behalf of the California State University

I, the undersigned, am deeply committed to the civic engagement of students on our campuses. Our institutions recognize that voting is the cornerstone of our democracy and the means of a representative government. Accordingly, we are committed to taking the following steps to formalize voter engagement at the California State University and throughout the state:

1. Each campus in our system is encouraged to develop, using student input, a comprehensive plan to support student civic engagement.
2. Each campus in our system is encouraged to provide voter registration opportunities to students at move-in day and upon graduation from the school. Whenever possible, the campus will work with student organizations to facilitate these voter registration opportunities.



**Secretary of State
Alex Padilla**

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3. Each campus in our system is encouraged to adopt policies that allow for, and encourage, nonpartisan voter registration, voter education, and get-out-the-vote efforts by student organizations. These policies should allow student organizations seeking to register students access to: on-campus housing; move-in days when students first arrive to their on-campus housing; orientation events; welcome week events; and high traffic locations to set up tables and/or clipboarding events.
4. Each campus in our system will send at least one all-campus email regarding voter registration and engagement. Campuses are also encouraged to post social media messages leading up to the election that highlight important deadlines regarding registration and engagement.
5. Each campus in our system will send out at least one voter registration reminder using the online student portal. Campuses are encouraged to think strategically about when the reminders are sent out.

For the California State Student Association

We, the undersigned, are deeply committed to the civic engagement of youth, particularly college students. Accordingly, we are committed to the following actions to institutionalize voter engagement at our colleges across the state:

1. CSSA will support the CSU administration, either directly or through connections with organizations on campus, in the development and implementation of a comprehensive plan to increase student civic engagement.
2. CSSA will provide volunteer support, additional communications, and field outreach to conduct nonpartisan voter registration, voter education, and get out the vote efforts on campus.
3. CSSA will provide, at no cost, an online voter registration platform and links that can be used by any CSU stakeholder to promote voter registration on high traffic campus websites and through other communications.
4. CSSA will assist in the dissemination of nonpartisan voter registration, voter education, and get-out-the-vote communications by providing samples, information, and/or other print or digital materials, particularly through the use of paid posts and ads on social media.

For Secretary of State Alex Padilla

As the chief elections official for the State of California, I recognize the important role leaders can play in facilitating youth voter engagement. Accordingly, my office and I are committed to the following actions to help students become knowledgeable, responsible and engaged voters:



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Memorandum of Understanding Voter Registration & Engagement

1. We will support your University, either directly or through partnerships to nonpartisan civic organizations, in the development and implementation of a comprehensive plan to increase youth civic engagement.
2. We will work directly with your University's office, schedule permitting, to host voter engagement events on campus at which I, Alex Padilla, will personally be present.
3. We will work to promote and support your activities through our own media team and encourage other political, community and education leaders, when and where appropriate, with whom we have strong ties to do so as well.
4. We will provide and guide conversations on policies that can be adopted by your University to allow access for student organizations seeking to offer direct, nonpartisan, peer-to-peer voter registration opportunities, civic engagement opportunities, and get out the vote efforts across campus.

As leaders of our state, we recognize the vital role we must play in supporting youth civic engagement. We believe that, by acting together, we can equip students for a lifetime of civic participation. By supporting voter education, voter registration, and voter turnout efforts on campus, we will both better serve the students of this state and play an active role in creating a vibrant civil society and functioning democracy.

We, the undersigned, are deeply committed to expanding access and opportunity for democratic engagement to students attending institutions of higher education. In recognition of this mutual commitment, we do hereby enter into this Memorandum of Understanding and commit our organizations to taking these essential steps to increase youth civic engagement.

Signed

Alex Padilla
Secretary of State

Date:

8.29.2016

David Lopez, President
California State Student Association
Date: 8/29/16

Timothy P. White
Chancellor, California State University
Date: 8.29.16